TOURIST RECEPTION CENTRE SURVEY

Spring/Summer 1983

PROJECT #79-093

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January, 1984

02-Feb-84

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TOURIST RECEPTION CENTRE
SURVEY SUMMARY RESULTS
SPRING/SUMMER 1983
(APRIL - SEPTEMBER)

TABLE 1. TOTAL NUMBER OF VISITOR REGISTRATION FORMS RECEIVED DURING APRIL - SEPTEMBER, 1983

MONTHS:	WINNIPEG (CORE AREA)	FALCON LAKE	EMERSON	BOISSEVAIN	MAN/ SASK	TOTAL
APRIL	997				6	1003
MAY	2706	536	339	129	263	3973
JUNE	4961	2473	934	352	1376	10096
JULY	9876	7905	2078	653	3011	23523
AUGUST	5523	5478	1648	475	2319	15443
SEPTEMBER	2015	503	352	86	237	3193
TOTAL:	26078	16895	5351	1695	7212	57231

TABLE II. ORIGIN/LENGTH OF STAY IN MANITOBA; APRIL - SEPTEMBER, 1983
NUMBER OF NIGHTS IN MANITOBA

COUNTRY	NONE	1-3 (WKND)	4-7 (1 WK)	8-14 (2 WKS)	15-21 (3 WKS)	22+ LONGER	TOTAL
CANADA	5.3%	34.5%	9.8%	3.4%	0.6%	0.9%	54.5%
U.S.A.	3.9%	26.0%	6.8%	1.5%	0.2%	0.2%	38.6%
FOREIGN	0.2%	2.8%	1.5%	0.9%	0.6%	0.7%	6.7%
TOTAL:	9.4%	63.3%	18.1%	5.8%	1.4%	1.8%	100.0%

TABLE III. PERCENT ORIGIN OF NON-RESIDENT VISITORS REGISTERING AT VISITOR RECEPTION CENTRES WITHIN MANITOBA (APRIL - SEPTEMBER, 1983)

ORIGIN:	SOUTH	EAST	WEST	WINNIPEG CORE	TOTAL:
CANADA TOTAL:	7.7%	67.5%	54.3%	53.7%	54.7%
Newfoundland	0.0%	0.4%	0.2%	0.3%	0.3%
Prince Edward Island	0.0%	0.4%	0.1%	0.2%	0.2%
Nova Scotia	0.7%	1.6%	0.9%	0.9%	1.0%
New Brunswick	0.0%	1.5%	0.5%	0.6%	0.8%
ATLANTIC PROVINCES:	0.2%	3.9%	1.7%	0.2%	2.4%
Quebec	0.3%	6.3%	2.8%	5.3%	4.5%
N.W. Ontario	0.0%	0.0%	0.8%	0.5%	0.3%
Other Ontario	3.0%	47.4%	16.7%	25.7%	28.9%
CENTRAL PROVINCES:	3.3%	53.8%	20.4%	31.5%	33.7%
EASTERN PROVINCES:	3.5%	57.7%	22.1%	31.7%	36.1%
Saskatchewan	2.1%	2.1%	11.4%	6.1%	4.8%
Alberta	1.1%	4.3%	17.4%	8.3%	7.1%
PRAIRIE PROVINCES:	3.2%	6.3%	28.8%	14.4%	11.9%
British Columbia	1.0%	3.4%	3.4%	7.3%	6.5%
Yukon and N.W.T.	0.0%	0.1%	0.0%	0.3%	0.2%
WESTERN CANADA:	4.2%	9.8%	32.2%	22.0%	18.6%
UNITED STATES TOTAL:	90.5%	27.2%	27.6%	30.9%	38.3%
Maine	0.2%	0.2%	0.2%	0.1%	0.2%
New Hampshire	0.0%	0.4%	0.1%	0.0%	0.2%
Vermont	0.0%	0.2%	0.2%	0.1%	0.1%
Massachusetts	0.1%	0.5%	0.4%	0.3%	0.4%
Rhode Island	0.0%	0.0%	0.1%	0.1%	0.1%
Connecticut	0.1%	0.4%	0.2%	0.2%	0.2%
NEW ENGLAND:	0.4%	1.7%	1.1%	0.8%	1.1%
New York	0.5%	1.0%	1.0%	0.9%	0.9%
New Jersey	0.4%	0.5%	0.4%	0.4%	0.4%
Pennsylvania	0.8%	0.7%	0.7%	0.6%	0.7%
MIDDLE ATLANTIC:	1.7%	2.2%	2.1%	1.8%	2.0%
Ohio	1.3%	1.1%	0.8%	0.4%	0.9%
Indiana	1.0%	0.5%	0.4%	0.4%	0.5%
Illinois	3.1%	1.4%	1.4%	1.3%	1.6%
Michigan	1.3%	2.9%	2.1%	0.9%	1.9%
Wisconsin	2.7%	1.3%	1.3%	1.3%	1.5%
EAST-NORTH CENTRAL:	9.3%	7.1%	6.0%	4.3%	6.4%
Minnesota	18.5%	3.6%	2.5%	9.0%	7.5%
Iowa	3.2%	0.6%	0.7%	0.8%	1.1%
Missouri	2.1%	0.7%	0.3%	0.5%	0.8%
North Dakota	31.3%	0.3%	0.2%	2.9%	5.9%
South Dakota	2.9%	0.2%	0.2%	0.5%	0.7%
Nebraska	2.6%	0.4%	0.2%	0.6%	0.8%
Kansas	1.8%	0.5%	0.2%	0.5%	0.7%
WEST-NORTH CENTRAL:	62.4%	6.4%	4.4%	14.8%	17.4%
Delaware	0.0%	0.1%	0.1%	0.0%	0.1%
Maryland	0.3%	0.2%	0.4%	0.3%	0.3%
District of Columbia	0.1%	0.1%	0.0%	0.1%	0.0%
Virginia	0.3%	0.2%	0.3%	0.3%	0.3%
West Virginia	0.2%	0.1%	0.1%	0.0%	0.1%
North Carolina	0.2%	0.2%	0.3%	0.2%	0.2%
South Carolina	0.2%	0.1%	0.1%	0.0%	0.1%
Georgia	0.5%	0.3%	0.2%	0.3%	0.3%
Florida	1.5%	1.5%	1.6%	1.0%	1.3%
SOUTH ATLANTIC:	3.2%	2.9%	3.2%	2.1%	2.7%
Kentucky	0.3%	0.2%	0.1%	0.1%	0.2%
Tennessee	0.1%	0.1%	0.1%	0.1%	0.2%
Alabama	0.1%	0.1%	0.1%	0.0%	0.2%
Mississippi	0.3%	0.1%	0.1%	0.0%	0.1%
EAST-SOUTH CENTRAL:	1.5%	0.6%	0.4%	0.4%	0.7%
Arkansas	0.7%	0.1%	0.1%	0.1%	0.2%
Louisiana	0.6%	0.2%	0.1%	0.2%	0.2%
Oklahoma	0.8%	0.3%	0.1%	0.3%	0.3%
Texas	2.6%	0.3%	0.1%	0.3%	1.1%
WEST-SOUTH CENTRAL:	4.7%	1.3%	0.9%	1.4%	1.8%
Montana	0.7%	0.1%	0.2%	0.3%	0.3%
Idaho	0.3%	0.1%	0.1%	0.1%	0.1%
Wyoming	0.2%	0.1%	0.1%	0.1%	0.1%
Arizona	1.0%	0.4%	0.6%	0.4%	0.5%
Utah	0.1%	0.1%	0.1%	0.1%	0.1%
Colorado	0.8%	0.3%	0.3%	0.4%	0.4%
Nevada	0.2%	0.1%	0.1%	0.1%	0.1%
New Mexico	0.2%	0.1%	0.1%	0.1%	0.1%
MOUNTAIN:	3.5%	1.3%	1.6%	1.5%	1.8%
Washington	0.7%	0.8%	2.0%	0.7%	0.9%
Oregon	0.4%	0.5%	0.1%	0.4%	0.5%
California	2.3%	2.2%	4.5%	2.5%	2.7%
Alaska	0.2%	0.2%	0.4%	0.2%	0.2%
PACIFIC:	3.0%	3.7%	7.9%	3.8%	4.4%
Great Britain	0.3%	0.5%	0.8%	3.2%	1.4%
Europe	1.2%	3.9%	1.8%	7.8%	4.4%
Other	0.2%	0.7%	0.8%	2.5%	1.2%
FOREIGN TOTAL:	1.7%	5.1%	3.4%	13.5%	7.0%
GRAND TOTAL:	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE IV. PERCENTAGE - ORIGIN/ACCOMMODATION
(FOR THOSE REMAINING ONE OR MORE NIGHTS)
APRIL - SEPTEMBER, 1983

COUNTRY	HOTEL/ MOTEL	CAMPING	FRIENDS/ RELATIVES	OTHER	MULTIPLE	TOTAL
CANADA	35.3%	42.6%	16.2%	2.1%	3.8%	100.0%
U.S.A.	48.1%	44.6%	4.4%	0.9%	2.1%	100.0%
FOREIGN	20.1%	28.4%	32.5%	14.2%	3.8%	100.0%
TOTAL:	39.2%	42.3%	12.8%	2.5%	3.1%	100.0%

TABLE V. MAIN PURPOSE OF VISITORS REGISTERING AT MANITOBA VISITOR RECEPTION CENTRES, (APRIL - SEPTEMBER, 1983)

ORIGIN:	SPECIAL EVENT/ FESTIVALS	GENERAL FISHING TRIP	NORTHERN FISHING TRIP	SIGHT-SEEING: RURAL AREAS	SIGHT-SEEING: WINNIPEG	VISITING FRIENDS/ RELATIVES	OUTDOOR RECREATION	SHOPPING TRIP	HORSE RACES	NON-PLEASURE TRIP:
CANADA TOTAL:	11.8%	1.4%	0.2%	53.3%	63.5%	26.5%	21.7%	11.7%	1.6%	6.3%
Newfoundland	8.4%	1.9%	0.9%	59.8%	56.1%	22.4%	21.5%	7.5%	1.9%	15.9%
Prince Edward Island	10.2%	1.1%	0.0%	47.7%	62.5%	25.0%	30.7%	5.7%	9.1%	9.1%
Nova Scotia	14.6%	2.0%	0.0%	60.0%	58.3%	22.7%	27.2%	10.4%	3.7%	5.9%
New Brunswick	10.2%	0.6%	0.0%	58.6%	59.2%	19.7%	28.0%	8.9%	1.3%	5.1%
ATLANTIC PROVINCES:	11.9%	1.4%	0.1%	58.3%	58.8%	21.9%	27.1%	9.1%	3.2%	7.1%
Quebec	8.9%	0.3%	0.2%	55.7%	71.6%	16.0%	21.7%	9.7%	1.5%	6.2%
N.W. Ontario	4.8%	1.6%	0.0%	45.2%	78.2%	29.8%	5.6%	4.0%	0.0%	8.1%
Other Ontario	13.5%	1.1%	0.2%	53.3%	64.0%	25.0%	24.3%	13.8%	1.6%	6.3%
CENTRAL PROVINCES:	12.8%	1.0%	0.2%	53.6%	65.2%	23.8%	23.7%	13.1%	1.6%	6.3%
EASTERN PROVINCES:	12.7%	1.0%	0.2%	53.9%	64.8%	23.7%	24.0%	12.8%	1.7%	6.4%
Saskatchewan	12.9%	2.0%	0.3%	46.6%	54.7%	31.1%	16.9%	12.9%	1.7%	8.8%
Alberta	9.0%	2.4%	0.2%	52.9%	61.4%	30.8%	18.9%	8.4%	1.3%	6.2%
PRAIRIE PROVINCES:	10.6%	2.2%	0.2%	50.3%	58.6%	30.9%	18.1%	10.2%	1.5%	7.3%
British Columbia	8.9%	1.8%	0.1%	55.1%	65.0%	33.9%	15.9%	8.2%	1.6%	4.0%
Yukon and N.W.T.	5.9%	0.0%	0.0%	60.3%	60.3%	20.6%	19.1%	7.4%	1.5%	7.4%
WETERN CANADA:	10.0%	2.1%	0.2%	52.1%	60.9%	31.9%	17.3%	9.5%	1.5%	6.2%
UNITED STATES TOTAL:	11.6%	4.2%	2.1%	45.0%	72.8%	6.5%	25.8%	23.2%	9.9%	1.8%
NEW ENGLAND:	13.5%	3.4%	0.9%	67.3%	63.7%	5.9%	36.6%	9.5%	0.5%	2.0%
MIDDLE ATLANTIC:	12.2%	2.2%	0.5%	60.5%	72.1%	7.5%	30.7%	13.8%	1.2%	2.1%
Ohio	11.0%	3.8%	1.2%	67.5%	67.0%	4.9%	31.3%	15.1%	4.9%	1.7%
Indiana	15.1%	4.1%	0.5%	56.6%	70.8%	6.4%	30.6%	24.7%	6.4%	3.2%
Illinois	8.1%	5.2%	3.8%	50.8%	70.7%	8.5%	29.6%	21.2%	3.5%	3.1%
Michagan	12.7%	0.2%	0.8%	62.0%	69.9%	8.4%	35.2%	17.5%	4.2%	2.1%
Wisconsin	13.1%	5.8%	3.8%	50.2%	66.7%	9.1%	30.6%	18.0%	4.6%	1.3%
EAST-NORTH CENTRAL:	11.6%	4.1%	2.3%	56.7%	69.0%	8.0%	31.8%	18.9%	4.4%	2.2%
Minnesota	16.1%	3.8%	2.2%	31.6%	80.8%	5.1%	19.2%	28.6%	16.2%	1.6%
Iowa	8.1%	8.3%	6.3%	45.5%	62.1%	7.6%	30.7%	22.4%	7.4%	0.9%
Missouri	12.8%	9.8%	4.7%	51.0%	67.4%	7.4%	35.6%	24.6%	5.6%	0.3%
North Dakota	11.7%	3.8%	2.0%	17.4%	73.1%	2.8%	14.1%	37.0%	25.8%	1.9%
South Dakota	10.0%	7.0%	8.3%	45.3%	58.0%	7.3%	31.7%	19.7%	7.3%	1.7%
Nebraska	6.0%	11.6%	4.4%	45.1%	61.4%	9.4%	27.0%	24.1%	8.8%	1.9%
Kansas	10.2%	7.7%	4.0%	53.3%	69.3%	8.4%	28.8%	20.1%	5.5%	2.6%
WEST-NORTH CENTRAL:	13.0%	4.9%	2.9%	30.4%	74.1%	5.0%	20.2%	30.0%	17.4%	1.7%
SOUTH ATLANTIC:	7.5%	3.2%	0.8%	57.7%	74.4%	7.6%	28.7%	17.9%	3.2%	2.3%
EAST-SOUTH CENTRAL:	11.6%	2.5%	2.2%	52.9%	67.0%	3.6%	32.2%	23.9%	4.0%	0.7%
WEST-SOUTH CENTRAL:	10.2%	7.1%	2.1%	54.4%	74.0%	6.9%	36.0%	22.3%	5.4%	1.2%
MONTAIN:	8.6%	5.7%	2.2%	55.3%	68.7%	6.5%	31.0%	18.6%	2.8%	2.6%
PACIFIC:	9.5%	1.5%	0.4%	58.4%	76.1%	10.3%	26.2%	14.3%	3.0%	1.6%
Great Britain	3.1%	0.7%	0.0%	34.9%	88.1%	47.2%	11.9%	6.3%	2.4%	3.4%
Europe	9.4%	3.5%	0.5%	48.8%	83.9%	27.2%	27.9%	12.0%	2.4%	3.9%
Other	6.1%	0.6%	0.2%	38.4%	86.9%	34.9%	17.5%	8.8%	0.6%	4.5%
FOREIGN TOTAL:	7.5%	2.4%	0.3%	44.2%	85.3%	32.6%	22.9%	10.3%	2.1%	3.9%
GRAND TOTAL:	11.4%	2.6%	1.0%	49.3%	68.8%	19.0%	23.4%	16.2%	4.9%	4.3%

TABLE VI. AVERAGE LENGTH OF STAY IN MANITOBA BY ORIGIN (FOR ALL OVERNIGHT VISITORS AND FOR THOSE WHOSE DESTINATION IS WINNIPEG OR MANITOBA)

ORIGIN:	AVERAGE LENGTH OF STAY (NIGHTS) ALL OVERNIGHT VISITORS	AVERAGE LENGTH OF STAY (NIGHTS) VISITORS DESTINED FOR WINNIPEG OR MANITOBA
CANADA TOTAL:	4.38	8.63
Newfoundland	6.10	17.65
Prince Edward Island	4.60	15.60
Nova Scotia	4.06	14.25
New Brunswick	4.04	16.85
ATLANTIC PROVINCES:	4.32	15.78
Quebec	5.38	16.97
N.W. Ontario	4.07	5.50
Other Ontario	4.26	8.45
CENTRAL PROVINCES:	4.41	9.19
EASTERN PROVINCES:	4.40	9.42
Saskatchewan	3.90	5.12
Alberta	4.22	7.89
PRAIRIE PROVINCES:	4.09	6.48
British Columbia	4.80	9.90
Yukon and N.W.T.	3.77	9.05
WESTERN CANADA:	4.34	7.46
UNITED STATES TOTAL:	3.33	4.47
NEW ENGLAND:	2.47	6.91
MIDDLE ATLANTIC:	2.70	6.76
Ohio	3.04	5.26
Indiana	3.73	7.62
Illinois	3.83	6.23
Michagan	3.16	7.55
Wisconsin	3.28	5.19
EAST-NORTH CENTRAL:	3.39	6.20
Minnesota	3.16	3.51
Iowa	3.50	5.01
Missouri	4.20	6.16
North Dakota	2.80	2.82
South Dakota	4.23	5.21
Nebraska	4.79	6.26
Kansas	3.56	4.97
WEST-NORTH CENTRAL:	3.26	3.58
SOUTH ATLANTIC:	3.80	8.91
EAST-SOUTH CENTRAL:	2.68	4.20
WEST-SOUTH CENTRAL:	3.26	7.13
MONTAIN:	3.44	6.35
PACIFIC:	3.50	8.00
Great Britain	11.89	21.67%*
Europe	9.54	20.05%*
Other	10.00	24.95%*
FOREIGN TOTAL:	10.09	21.21%*
GRAND TOTAL:	4.39	7.39%*

* DOES NOT INCLUDE "MANITOBA" OR "MISSING" CATEGORIES

TABLE VII. DESTINATION AND ORIGIN OF VISITORS REGISTERING AT TRAVEL MANITOBA RECEPTION CENTRES SPRING/SUMMER, 1983

ORIGIN:	DESTINATION OF VISITORS		
	WINNIPEG	MANITOBA	OTHER
CANADA TOTAL:	19.6%	9.9%	70.5%
Newfoundland	10.0%	13.3%	76.7%
Prince Edward Island	12.4%	9.3%	78.4%
Nova Scotia	7.7%	6.6%	85.7%
New Brunswick	10.8%	3.7%	85.6%
ATLANTIC PROVINCES:	9.5%	6.6%	83.9%
Quebec	13.8%	4.8%	81.4%
N.W. Ontario	45.3%	7.0%	47.7%
Other Ontario	19.5%	9.6%	70.9%
CENTRAL PROVINCES:	19.0%	8.9%	72.1%
EASTERN PROVINCES:	18.4%	8.8%	72.9%
Saskatchewan	31.7%	17.0%	51.3%
Alberta	20.0%	10.8%	69.2%
PRAIRIE PROVINCES:	24.7%	13.3%	62.0%
British Columbia	17.5%	10.1%	72.5%
Yukon and N.W.T.	15.7%	9.0%	75.3%
WETERN CANADA:	22.1%	12.1%	65.8%
UNITED STATES TOTAL:	36.5%	26.4%	11.3%
NEW ENGLAND:	6.7%	4.0%	89.3%
MIDDLE ATLANTIC:	10.0%	5.1%	84.9%
Ohio	11.3%	8.5%	80.2%
Indiana	12.0%	13.3%	74.7%
Illinois	18.0%	14.2%	67.9%
Michagan	8.8%	9.4%	81.8%
Wisconsin	24.5%	11.9%	63.6%
EAST-NORTH CENTRAL:	15.4%	11.4%	73.2%
Minnesota	58.3%	14.4%	27.3%
Iowa	23.4%	20.0%	56.6%
Missouri	24.9%	17.3%	57.8%
North Dakota	79.3%	14.4%	6.3%
South Dakota	35.7%	31.8%	32.5%
Nebraska	30.7%	23.6%	45.7%
Kansas	24.4%	19.4%	56.3%
WEST-NORTH CENTRAL:	58.3%	16.2%	25.5%
SOUTH ATLANTIC:	9.4%	6.6%	8.4%
EAST-SOUTH CENTRAL:	17.1%	10.0%	73.0%
WEST-SOUTH CENTRAL:	17.6%	15.1%	67.2%
MONTAIN:	14.0%	11.7%	74.3%
PACIFIC:	10.3%	4.3%	85.4%
Great Britain	33.8%	4.0%	62.2%
Europe	18.7%	7.7%	73.6%
Other	19.1%	3.7%	77.2%
FOREIGN TOTAL:	21.8%	6.3%	71.9%
GRAND TOTAL:	25.1%	10.5%	64.4%

* DOES NOT INCLUDE "MANITOBA" OR "MISSING" CATEGORIES

POOR

QUALITY

ORIGINAL